

**ABSTRACT**

A recommendation system is disclosed that generates recommendations for one or more items based on user preferences and one or more environmental factors. The user's preferences are learned under various environmental conditions using an environmental data collection system. The observed environmental conditions may include, for example, location, characteristics of the location, weather or characteristics of the user's motion, such as a rate of movement. For each positive and negative behavioral example, a number of attributes of the selected item are classified in the user profile together with the prevailing environmental conditions. When recommending an item, the disclosed recommender retrieves the user preferences and evaluates the current environmental conditions. A recommendation score can be generated for each available item based on the user's demonstrated preferences under similar environmental conditions, such as in the same or a similar geographic area or under similar weather conditions.

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